

## GUIDELINES FOR SUBMITTING ADS

Following are the guidelines for advertising in Alabama Farmers' and Consumers' Bulletin. Adherence to these rules will ensure quick processing of ads. **All ads that do not meet the following guidelines will be returned.**

1. Only those ads which pertain to agricultural products and to those items employed in the actual growth, harvesting and disposal of such products will be accepted.
2. Ads should be typed or printed. Those ads that are not legible will be returned.
3. Ads must be limited to 20 words. This does not include name, address, or phone number.
4. Ads must include name, address, city, zip code, area code/phone number (Alabama) and county, no "Farm Names." Ads must be signed by the person selling or wanting the item. Only two phone numbers will be listed. Due to the number of character spaces required for most E-mail addresses, an advertiser must select either a resident address or an E-mail address. Both cannot be printed.
5. Ads are printed in the BULLETIN free of charge.
6. Ads will not be accepted by telephone.
7. Ads will not be accepted from dealers, merchants, or commercial establishments.
8. Only residents of Alabama may place ads.
9. Ads received by fax or e-mail must be received by 5:00 p.m. on the 10th day of the month and ads received by regular mail must be received by 5:00 p.m. on the 12th day of the month in order to appear in the following month's issue. The e-mail address is [afcb@agi.alabama.gov](mailto:afcb@agi.alabama.gov) and the fax number is 334/240-7169.
10. Only one ad (one category) per family per issue will be published. Family refers to all individuals sharing the same residence, address, or telephone number.
11. Ads that are to be repeated must be submitted for each issue.
12. Any equipment to be eligible as an ad for publication in the BULLETIN (including trucks, bulldozers, draglines, backhoes, or other equipment) must be accompanied by the following signed statement: "This machinery/equipment has been or will be used by me in an agricultural endeavor."
13. Land advertised/wanted must be minimum of 10 acres or more. Ads will not be accepted from dealers or persons selling land on a commission basis. Information on housing should be limited. Ads should reflect descriptions of the land/farm.
14. Only livestock (herding/working) dogs will be published in the BULLETIN.
15. Instructional material cannot be advertised in the BULLETIN.
16. Ads will be accepted for agricultural work only. Ads for household, nursing or companionship will not be accepted.
17. Section Five of the Alabama state seed law requires that all seed sold or offered for sale in Alabama through a paid advertisement or by free advertisement through publications of the Alabama Department of Agriculture and Industries shall comply with all requirements of the state seed law and rules and regulations. A copy of a complete analysis test report must accompany ads for seed.
18. Ads to exchange one item for another item will be accepted only when both items being exchanged relate to agriculture. Ads for cars, boats, mobile homes, etc. will not be accepted as an exchange for agricultural items.
19. Prices must be included with all items offered for sale. Price ranges may be used in certain ads; for example, due to age, weight, etc. cattle can be advertised as \$1,200-\$1,500.
20. We will no longer advertise birds NOT listed in the National Poultry Improvement Plan (NPIP) book. Notices from poultry dealers, order buyers, or persons selling on commission cannot be accepted. Please note: Psittacine nor pigeons are listed in the NPIP book. Any questions concerning NPIP should be directed to Dana Brindley-Bennett at 334/240-6590 or [Dana.Bennett@agi.alabama.gov](mailto:Dana.Bennett@agi.alabama.gov).

Advertisements in the **BULLETIN** are published on a first come, first serve basis. It is to the advertiser's advantage to submit their items as soon as possible. While the **BULLETIN** does not assume responsibility for transactions resulting from the use of this publication, all means of preventing fraud will be exercised. Misrepresentation will result in the revocation of all privileges. For questions concerning the guidelines, please call 334/240-7125 or e-mail [afcb@agi.alabama.gov](mailto:afcb@agi.alabama.gov)